

Station	WPGH-TV PITTSBURGH, PA	Agency	() LUC MEDIA	Rep Firm	
Advertiser	() POLITICAL		25 WHITLOCK PLACE SW, 2ND FL	Sales Office	() WASHINGTON
Product	MARK CRITZ FOR CONGR		MARIETTA, GA 30064	Salesperson	() KATHRYN SARDINSKY
Estimate#	2428	Agency C/P1/P2/E	//2428		
Buyer	AMY MILLS	Flight Dates	09/17/2012 - 09/23/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

***** Contract Coversheet *****

V.3 9/4

SEE LNS 1-10 FOR RATE REV'S

SEE LN 11 FOR CXL

PREVTT=7855 - REVTT=6460 - TOTAL CXL=1395

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--- CONTRACT COMMENT ---

CRITZ FOR CD-12 NEEDS 20 MIN SEP *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	09/17-09/17	10P-1030P	10P NEWS	:30	\$695.00	M	1	1	1	\$695.00
2	09/19-09/19	10P-1030P	10P NEWS	:30	\$695.00	W	1	1	1	\$695.00
3	09/18-09/18	6P-630P	BIG BANG THEORY	:30	\$495.00	TU	1	1	1	\$495.00
4	09/20-09/20	6P-630P	BIG BANG THEORY	:30	\$495.00	TH	1	1	1	\$495.00
5	09/19-09/19	630P-7P	TWO & A HALF MEN	:30	\$495.00	W	1	1	1	\$495.00
6	09/21-09/21	630P-7P	TWO & A HALF MEN	:30	\$495.00	F	1	1	1	\$495.00
7	09/18-09/18	7P-730P	BIG BANG THEORY	:30	\$745.00	TU	1	1	1	\$745.00
8	09/20-09/20	7P-730P	BIG BANG THEORY	:30	\$745.00	TH	1	1	1	\$745.00
9	09/17-09/17	730P-8P	TWO & A HALF MEN	:30	\$645.00	M	1	1	1	\$645.00
10	09/21-09/21	730P-8P	TWO & A HALF MEN	:30	\$645.00	F	1	1	1	\$645.00
11	09/22-09/22	730P-8P	TWO & A HALF MEN	:30	\$295.00	SA	0	0	0	\$0.00
12	09/18-09/18	1P-2P	DIVORCE COURT	:30	\$70.00	TU	1	1	1	\$70.00

Station WPGH-TV PITTSBURGH, PA

Advertiser () POLITICAL

Product MARK CRITZ FOR CONGR

Estimate# 2428

Buyer AMY MILLS

Phone#

Fax#

Agency () LUC MEDIA

25 WHITLOCK PLACE SW, 2ND FL

MARIETTA, GA 30064

Agency C/P1/P2/E //2428

Flight Dates 09/17/2012 - 09/23/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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13	09/20-09/20	1P-2P	DIVORCE COURT	:30	\$70.00	TH	1	1	1	\$70.00
14	09/17-09/17	2P-3P	JUDGE JOE BROWN	:30	\$85.00	M	1	1	1	\$85.00
15	09/21-09/21	2P-3P	JUDGE JOE BROWN	:30	\$85.00	F	1	1	1	\$85.00

---REPORT TOTALS---

Report Totals: 14 / \$6,460.00

---SALES MONTHLY TOTALS---

Sep 12: 14 / \$6,460.00

Sales Totals: 14 / \$6,460.00

Station Totals: 14 / \$6,460.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$107,667	CABL	0%	KDKA	32%	UNKN	0%	WPCW	2%	WPGH	6%
		WPMY	0%	WPXI	35%	WTAE	25%				

---COMPETITIVE COMMENTS---

WPGH = 9195

WTAE = 37675

WPXI = 53785

KDKA = 49270

WPCW = 2240

TTL = 152165

Books null

Demos RA35+